

ORDER



Orders
Order / Rev: 706722
Alt Order #: 06280304
Product Desc: ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 08/16/12 - 08/21/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	49	\$154,000.00	\$130,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$154,000.00	\$130,900.00	0.00
Totals	49	\$154,000.00	\$130,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/16/12	08/17/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---TF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		3				\$600.00		0.00			
2	WUSA	08/16/12	08/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---TF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		2				\$650.00		0.00			
3	WUSA	08/16/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a	---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		2				\$350.00		0.00			
4	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$300.00		0.00			
5	WUSA	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$3,000.00		0.00			
6	WUSA	08/16/12	08/17/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	---TF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		4				\$1,000.00		0.00			

Order / Rev: 706722
 Alt Order #: 06280304
 Flight Dates: 08/16/12 - 08/21/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	08/16/12	08/17/12	3-4p The Doctors	CM	3-4p	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		2				\$600.00		0.00			
8	WUSA	08/16/12	08/17/12	4-5p Dr. Phil	CM	4-5p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		2				\$800.00		0.00			
9	WUSA	08/16/12	08/16/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$9,000.00		0.00			
10	WUSA	08/16/12	08/16/12	Thu Prime C Person of Interest	CM	10-11P	---T---	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$7,000.00		0.00			
11	WUSA	08/17/12	08/17/12	Fri Prime A Teachers Rock-A Concert and C	CM	8-9P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1				\$6,000.00		0.00			
12	WUSA	08/17/12	08/17/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1				\$6,000.00		0.00			
13	WUSA	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1				\$8,000.00		0.00			
14	WUSA	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$2,500.00		0.00			
15	WUSA	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$3,000.00		0.00			
16	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$3,500.00		0.00			
17	WUSA	08/19/12	08/19/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$12,000.00		0.00			
18	WUSA	08/19/12	08/19/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$7,000.00		0.00			
19	WUSA	08/19/12	08/19/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$5,000.00		0.00			
20	WUSA	08/20/12	08/21/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$600.00		0.00			
21	WUSA	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WUSA	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$350.00		0.00			
22	WUSA	08/20/12	08/21/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		4				\$1,000.00		0.00			
23	WUSA	08/20/12	08/21/12	3-4p The Doctors	CM	3-4p	MT-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		1				\$600.00		0.00			
24	WUSA	08/20/12	08/21/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$800.00		0.00			
25	WUSA	08/20/12	08/20/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	9-10P	M-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$9,000.00		0.00			
26	WUSA	08/20/12	08/20/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$7,500.00		0.00			
27	WUSA	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$10,000.00		0.00			
28	WUSA	08/21/12	08/21/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		2				\$8,500.00		0.00			
29	WUSA	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$7,500.00		0.00			
30	WUSA	08/18/12	08/18/12	PGA Golf Wyndham SAT	CM	Sa/Su 12-7P (3:00 PM-6:00 PM)	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$3,000.00		0.00			
31	WUSA	08/19/12	08/19/12	PGA Golf Wyndham	CM	Sa/Su 12-7P (3:00 PM-6:00 PM)	-----S	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$3,000.00		0.00			
Totals													49	\$154,000.00	